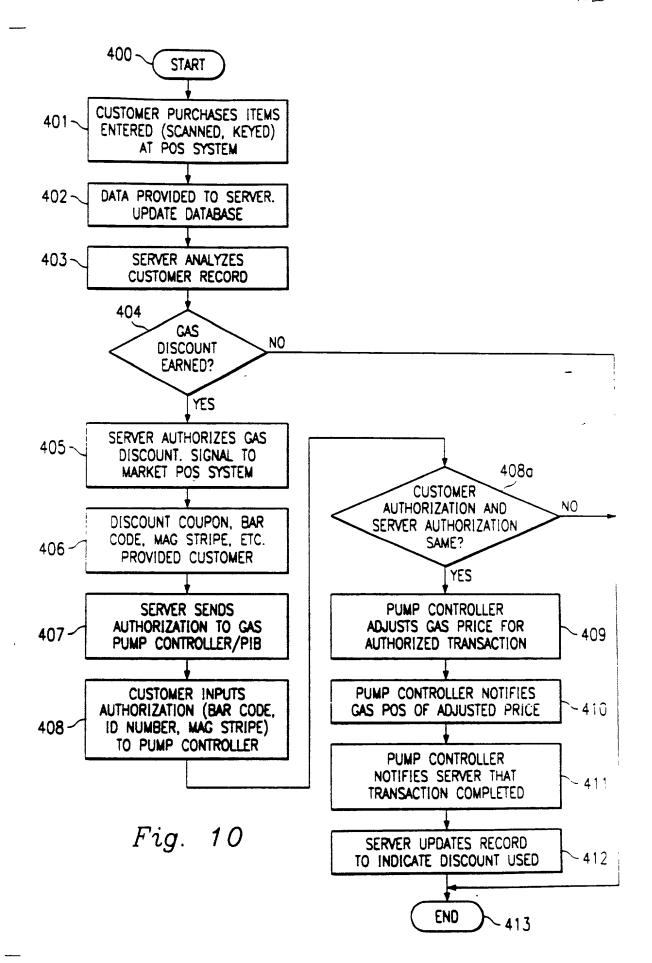


				Fig. 9	6		
~ 000 200	300 SMITH, A		10 NO. 123	1234ABC			
	DATE	PURCHASES	QUANTITY OF DESIGNATED ITEMS (PROWO)	TOTAL QUANTITY (LOYALIY)	DISCOUNT	DISCOUNT	DISCOUNT
•	302	304	306	308	310	312	314
	1/5/99	20\$	3	5	Z		
	1/17/99	15\$	5	10	Y (≥5 PROMO)	1/20/99	10¢/GAL
	1/28/99	45\$	2	4	Z		
•••	2/4/99	25\$		3	Y (>20 LOY) Y (>100\$)		10¢/GAL } 25¢/GAL
9							
202							
	TOTAL	\$105	=	22			
		316	318	320	-		



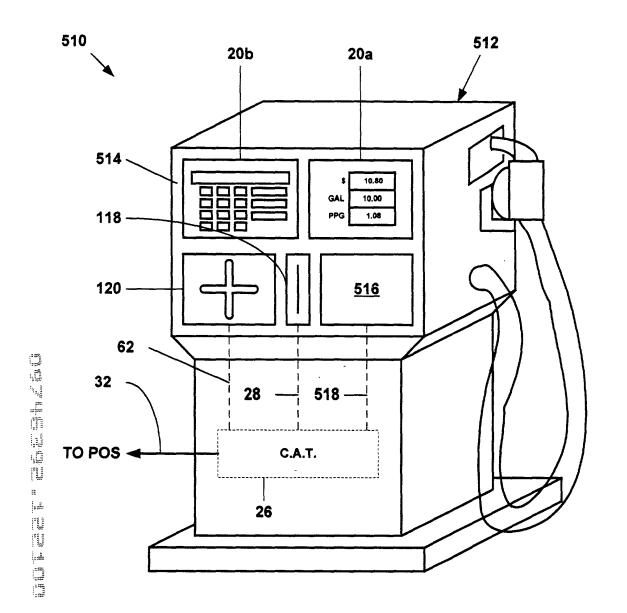


Fig. 11

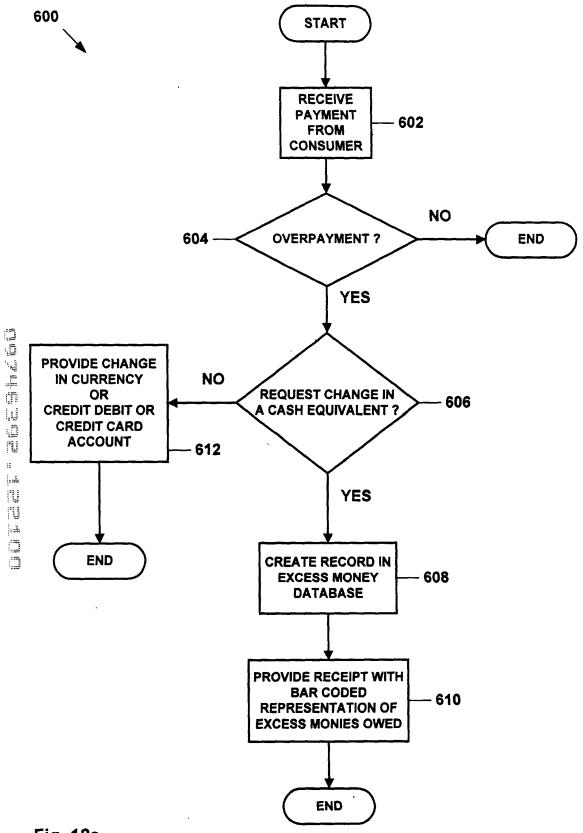


Fig. 12a

4 4-52 4

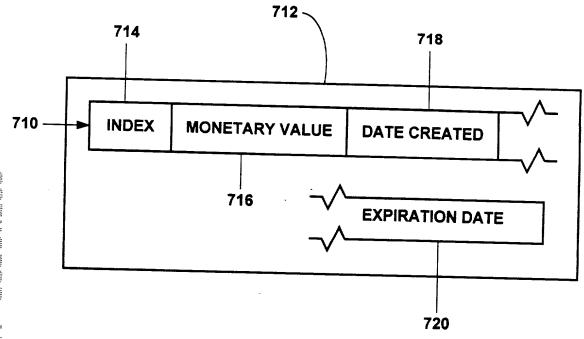


Fig. 12b

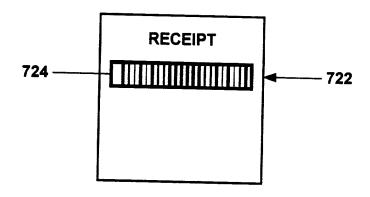


Fig. 12c

1.1750 1